Pedal People: Environmental and Economic Impact Statement

Research objective:
This study aims to examine the economic and environmental impacts of Pedal People Cooperative. This research was conducted in collaboration with the Valley Alliance of Worker Co-operatives, the Department of Economics at the University of Massachusetts, Amherst,with representatives of Pedal People. Paired with a similar study in 2011, this Impact Statement provides insight into the growth and cumulative effects of this worker co-op founded in 2002. This data is provided by IMPLAN, an economic analysis software used in collaboration with the Department of Economics.

Economic impacts

Jobs Contributed to the Local Economy
Aside from the **28** jobs created for worker-members of the cooperative, its activities generate the equivalent of an additional **21** jobs in the local community for a total contribution to the local economy of **49** jobs.

Wages
Pedal People pays its worker-members **10.34%** more per hour than the industry average for Refuse and Recyclable Material Collectors, and **33%** more per hour for delivery services it offers than the industry standard. **Pedal People's base prices** are in the same range as regional competitors while their **operational overhead** is lower thanks to bike-powered logistics, a cooperative model, and strong waste diversion.

Dollar Contribution to the Local Economy
The total dollar amount contributed to GDP by Pedal People to be **$5,803,000**, based on economic multiplier effects calculated for firms in the waste management and transportation sectors. This includes over **$208,000** in purchases of products and services from local businesses, with **$8,700** spent at other cooperatives like Collective Copies.

Contribution to State and Local Revenue Base
In 2024, Pedal People and its worker-members contributed **$167,600** to the tax base of the City of Northampton and **$235,450** to the tax base of the Commonwealth of Massachusetts.

Environmental Impacts

CO2 Emissions Reduction
Pedal People's bicycles – used instead of trucks, the industry norm - traveled an estimated 8,215 miles making 44,486 pickups in 2024, which kept **175,000** pounds of carbon dioxide out of the atmosphere.

Compost Kept Out of Landfills
Pedal People's compost removal service kept **355,000 pounds** of food waste out of landfills in 2024. In the same year, Pedal People kept **986,500 pounds of paper** and **608,100 pounds of recyclable containers** such as plastic, metal, and glass out of landfills. In addition, Pedal People hauled **1,470,700 pounds of trash** by bicycle.